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## CLAIMS

1. An image forming apparatus comprising:

a recording head having a nozzle configured to  
5 eject a liquid drop of recording liquid so as to form an image  
on the recording-medium with a liquid drop ejected from the  
nozzle of the recording head;

a conveyer configured to electrostatically hold and  
convey a recording-medium by a charge provided to the  
10 conveyer; and

a cleaning device configured to clean a nozzle face  
of the recording head based on a tolerance threshold value of  
contamination of the nozzle face generated by the ejection of  
a liquid drop and the number of liquid drops ejected from the  
15 recording head for image formation.

2. The image forming apparatus as claimed in claim  
1, wherein the nozzle face of the recording head is cleaned  
according to a character printing mode.

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3. The image forming apparatus as claimed in claim  
1, wherein the nozzle face of the recording head is cleaned  
according to an environmental condition.

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4. The image forming apparatus as claimed in claim 1, wherein the nozzle face of the recording head is cleaned according to a kind of the recording-medium.

5 5. The image forming apparatus as claimed in claim 1, wherein the nozzle face of the recording head is cleaned according to a kind of the recording liquid.

6. The image forming apparatus as claimed in claim 10 1, wherein the nozzle face of the recording head is not cleaned when the kind of the recording medium is a predetermined kind.

7. The image forming apparatus as claimed in claim 15 1, comprising a cleaning device configured to control a quantity of the charge provided to the conveyer according to at least one of an environmental condition and a kind of the recording-medium.

20 8. The image forming apparatus as claimed in claim 1, which can form an image on both faces of the recording-medium, wherein the number of cleaning of the nozzle face of the recording head when an image is formed on a back face of the recording-medium is less than the number of cleanings when 25 an image is formed on a front face of the recording-medium.

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9. An image forming apparatus comprising
- a recording head having a nozzle configured to
- eject a liquid drop of recording liquid and
- a conveyer configured to electrostatically hold and
- 5 convey a recording-medium by a charge provided to the conveyer,
- the image forming apparatus being capable of
- forming an image on both faces of the recording-medium with a
- liquid drop ejected from the nozzle of the recording head,
- wherein
- 10 a frequency of cleaning of a nozzle face of the
- recording head when images are formed on both faces of the
- recording-medium is less than a frequency of cleaning of the
- nozzle face of the recording head when an image is formed on
- one face of the recording-medium.

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